SONY

ATTRACT. ENTERTAIN. INFORM.

SONY DISPLAYS

like.no.other™

Why Sony?

Elevate your environment.

Sony® displays are an elegant choice for information and entertainment environments. Bring refinement and sophistication to guest rooms, conference rooms, reception areas, restaurants, lounges or anywhere video performance and simple style are essential.

A history of excellence.

Derived from a heritage of award-winning television and professional broadcast excellence, Sony displays provide unparalleled picture quality, networking flexibility and intuitive setup. No matter which technology you choose, count on Sony to bring you an uncompromising combination of superior performance and industry-leading reliability.

Powerful solutions.

From advanced networking options that let you centrally control, deliver and troubleshoot digital content to tuner options that integrate data, video and televisions, Sony displays offer powerful solutions that help you attract, entertain, and inform your audience.

Multiple Connections
PC and video inputs give you the flexibility to connect to cable boxes, satellite, HD video sources and other peripherals such as DVD players and VCRs.

Easy Video Wall Setup
Intuitive, on-screen setup makes it easy to create (up to) a 16-panel video wall. Ideal for large scale, high definition visual display applications for entertainment, retail and conference room applications.

Expansion Slots
Additional slots let you customize your display to fit your application. Choose from a range of interface boards to accommodate Sony® TV tuners, networking cards or input/output boards.

- Networking Solutions - Centrally manage one or hundreds of networked displays across a standard IP network
- Input/Output Boards - Additional video inputs or output boards will help you meet your needs, such as augmenting the RGB/component input with BNC connectors or RGB/component active loop-through
- TV Tuners - Optional TV tuner card integrates data, video, television and hotel networking services

INPUT
MENU
ENTER
WEGA ENGINE™

Flat panel technology offers new and exciting ways to broadcast information, television programs, and HDTV[1]. Both the plasma and LCD technologies offer sharp, detailed pictures and bright, lifelike colors. When deciding which system to go with, it's helpful to assess your needs and pick the display technology that will best suit your application.

Flat Panel LCDs with WEGA Engine™ system

State-of-the-art LCD technology for businesses that need digital still or motion signage and video solution with premium features and upscale style.

Choose LCD technology if:

- You display still images or are concerned about wider screen viewing angles
- The environment is often filled with natural light
- Energy efficiency is a priority
- You display still or video images that require high resolution for crisp text

32" / 40" LCD Display
FWD32LX1R / FWD40LX1

- WEGA Engine™ system – Sony's unique solution optimizes the display's potential to achieve better resolution and sharpness, higher contrast, less digital noise, and greater picture dimension
- Phenomenal picture performance- Utilizing the latest S-LCD panel technology, Sony's LCDs provide a wide viewing angle, high brightness, superior contrast and fast response time to deliver crisp, clear text and smooth motion images.
- Low power consumption and long-life panel delivers hours of use to keep total cost of ownership low
- New crystal-coated design with pearl white bezel option gives a new, elegant look
- Clean back panel with cable management prevents tampering with wires in hotel guest rooms and other public areas
- Internal option network/tuner cards (sold separately) allow easy use in hotel guest rooms and digital signage areas

PlasmaPro™ Displays

Leading edge plasma technology for businesses that need digital motion signage and video solution at an affordable price.

Choose plasma technology if:

- You display constant-motion video or dynamic multimedia
- You need real color reproduction such as broadcast applications
- Larger screen sizes or low cost per inch is a priority

50" PlasmaPro™ Display FWD50PX2

- Large, high resolution screen (1366 x 768) with a 10,000 :1 ultra-high contrast ratio for stunning digital video signage and conference rooms
- 60,000 hour panel life for high ROI(return on investment)
- Clean back panel with cable management prevents tampering with wires in hotel guest rooms and other public areas

42" PlasmaPro™ Display PFM-42X1

- 1024 x 768 (XGA) resolution with exceptional crisp image for high definition video content
- 60,000 hour panel life for high ROI (return on investment)
- Multiple inputs RBG/YUV(component), DVI-HDCP, Composite, Y/C(S-Video)

42" PlasmaPro™ Display FWD-42PV1

- 10,000:1 ultra-high contrast and 500 cd/m2 high brightness are excellent for signage and entertainment
- Low cost, high value solution with 60,000 hour panel life
- Internal option network/tuner cards allow easy use in hotel guest rooms and digital signage areas

Specifications

LCD Displays		
Model Number	**FWD-32LX1R / FWD-40LX1**	
Screen Size (viewable area measured diagonally)	32" / 40"	
Resolution	1366 x 768 WXGA	
Pixel Pitch	0.51 x 0.51 mm/ 0.648 x 0.648 mm	
Colors	16.7 Million	
Panel Type	a-Si-TFT active matrix LCD panel	
Contrast Ratio	1000:1	
Brightness	450 cd/m2	
Dimensions (W x H x D)/ Weight	32LX1R = 31.6" x 19.4" x 4.4" / 38.5lbs. 40LX1 = 39.2" x 23.9" x 4.9" / 60.5lbs.	
Screen Protector	Anti-Glare/Anti-Reflective	
Color Systems	NTSC, PAL, SECAM, NTSC4.43, PAL60, PAL-M, PAL-N	
Audio	14W Stereo AMP (7W x 2 Digital AMP)	
Video Inputs	RGB/Component (HD-15), DVI-HDCP, Composite (BNC), Y/C (S-video)	
Video Output	Composite (BNC), Y/C (S-Video) Composite Out Loop Through	
Remote Control	Fully Discrete RS232C and Multi-Function Remote	
Color Temperature Control	Discrete Control RGB	
Viewing Angle	FWD-40LX1 = 178 degrees (H/V) FWD-32LX1R = 170 degrees (H/V)	
Closed Caption Decoder	Yes	
High Altitude Capable	Yes	
Mount Design	Landscape or Portrait	
Power	32LX1R=170W, 40LX1=240W	
Design Color	Frosted Black, Crystal Silver, Pearl White	
Picture in Picture Picture and Picture	Yes	
Safety Regulations	UL1950, CSA No.950 (c-UL), CE LVD (EN60950), FCC Class B, VCCI Class B, CE EMC (EN55022 Class-B, EN61000-3-2, EN61000-3-3), C-Tick (AS/NZS 3548/ 95, AS/NZS 4252.1), CCIP, JEIDA, CB, KTL, MIC	
Supplied Accessories	AC Power Cord, Operating Instructions, AC Plug Holder (2), AA/R6 size Battery (2), Cable Holder (4), Remote Control, Component Cable	
Optional Accessories (Sold separately)	Universal Table Stands & Wall Brackets, Multiple Networking options that include Status/Control/Streaming Content/Storing Content,Tuners with Hospitality Connections, Alternate Inputs, and Component/RGB Loop Through	
Limited Warranty	2 years parts and labor, 1 year panel onsite service Limited Warranty[2] (Extended service available-Sold separately)	
Optional Card Slots (Sold separately)	32LX1R=1 / 40LX1=2 Networking, Input, and Loop Through	

PLASMA Displays			
Model Number	**FWD-42PV1**	**PFM-42X1**	**FWD-50PX2**
Screen Size (viewable area measured diagonally)	42"	42"	50"
Resolution	852 x 480	1024 x 768	1366 x 768
Pixel Pitch	1.08 x 1.08 mm	0.90 x 0.676 mm (non-square)	0.86 x 0.81 mm
Colors	1.06 Billion	1.06 Billion	1.06 Billion
Panel Type	AC-Type Plasma Display Panel	AC-Type Plasma Display Panel	AC-Type Plasma Display Panel
Contrast Ratio	10,000:1	5,000:1	10,000:1
Brightness	500 cd/m2	360 cd/m2	450 cd/m2
Dimensions (W x H x D)/ Weight	40.8" x 24.9" x 4.8" / 63.8lbs.	40.7" x 24.9" x 4.1" / 65.4lbs.	49.4" x 29.6" x 4.4" / 94.6lbs.
Screen Protector	Anti-Glare/Anti-Reflective	Anti-Glare/Anti-Reflective	Anti-Glare/Anti-Reflective
Color Systems	NTSC, PAL, SECAM, NTSC4.43,PAL60, PAL-M, PAL-N	NTSC, PAL, SECAM, NTSC4.43,PAL60, PAL-M, PAL-N	NTSC, PAL, SECAM, NTSC4.43,PAL60, PAL-M, PAL-N
Audio	7W x 2 Digital AMP	7W x 2 Digital AMP	7W x 2 Digital AMP
Video Inputs	RGB/Component (HD-15), DVI-HDCP, Composite (BNC), Y/C (S-video)	RGB/Component (HD-15), DVI-HDCP, Composite (BNC), Y/C (S-video)	RGB/Component (HD-15), DVI-HDCP, Composite (BNC), Y/C (S-video)
Video Output	Composite (BNC), Y/C (S-Video) Composite Out Loop Through	Composite (BNC), Y/C (S-Video) Composite Out Loop Through	Composite (BNC), Y/C (S-Video) Composite Out Loop Through
Remote Control	RS232C and Multi-Function Remote	RS232C and Multi-Function Remote	Fully Discrete RS232C and Multi-Function Remote
Color Temperature Control	Discrete Control RGB	Discrete Control RGB	Discrete Control RGB
Image Retention Protection	Multi-Mode Picture Orbit/Picture Inversion/White Screen/Timers/Power Save/ Auto WideMode/Background/Smart Fan Technology/Auto Dimming Function		
Closed Caption Decoder	Yes	Yes	Yes
High Altitude Model	FWD-42PV1A/S	N/A	N/A
Mount Design	Portrait Model FWD-42PV1P/B	Landscape or Portrait	Landscape or Portrait
Power	260W, Stand-by 1W	400W	380W (approx.)
Design Color	Silver or Black	Silver or Black	Silver or Black
Picture in Picture Picture and Picture	Yes	Picture and Picture	Yes
Safety Regulations	UL1950, CSA No.950 (c-UL), CE LVD (EN60950), FCC Class B, IC Class B, VCCI Class B, CE EMC (EN55022 Class-B,EN55024, EN61000-3-2, EN61000-3-3), C-Tick (AS/ NZS 3548/ 95, AS/NZS 4252.1), JEIDA, CB		
Supplied Accessories	DVI-D Cable, AC Power Cord, Operating Instructions, AC Plug Holder (2), AA/R6 size Battery (2), Cable Holder (4), Component Cable, Remote Control		
Optional Accessories (Sold separately)	Universal Table Stands & Wall Brackets, Multiple Networking options which include Status Control/Streaming Content, Storing Content Tuners, Tuners with Hospitality Connections, Alternate Inputs, and Component/RGB Loop Through		
Limited Warranty	2-year parts and labor, 1-year panel onsite service Limited Warranty[2] (Extended Service available - Sold separately)		
Optional Card Slots (Sold separately)	2 available: 1 for Networking or Tuners; 1 for Networking, Tuners, Input, or Loop Through	1 available for Input or Loop Through	2 available, 1 for Networking, Tuners, Inputs or Loop Through; 1 for Input, or Loop Through

Bringing It All Together.

Sony offers networking devices, television tuners and software solutions that let you centrally manage, control and deliver digital content and information. From promoting a special offer in a shopping environment, to broadcasting presentations in a conference room setting or providing guest room entertainment, Sony's solutions provide you an easy-to-use, cost-effective way to deliver your message when you want it, where you want it.

TV Tuners
TV tuners with hotel networking capability integrate data, cable, TV channels and hotel networking services for hotel guest rooms, conference rooms and lounges.

ICS-SP20 Internal TV Tuner with Hospitality Support
- Supports major view-on-demand systems including LodgeNet, OnCommand, Hospitality Network, and NXTV
- 181 channel access, closed captioning, V-chip program controls, and channel lock capability
- Input mapping to TV channels-DVI and other inputs can be assigned to unused TV channels for hospitality applications

BKM-FW32 Internal Network Management Card
Allows for status and control via IP address to manage multiple monitors from a single remote location using a standard IP network.
- Internal single card slot solution
- For Ethernet status and control
- Compatible with SNMP protocol for advanced software control and automation

Networking Solutions

Optional networking devices (sold separately) let you centrally control, deliver and troubleshoot digital content across a standard IP network to one or hundreds of networked displays. Reduce labor and production costs associated with managing individual content.

- Integrated Software Support - Use Display Commander or use PJNet!™ Software to manage and control your display and projector assets.

EBS-N200D Network Media Player

The network streaming device provides status, control and streaming video/audio over IP, enabling affordable and flexible asset management and streaming content solutions for classrooms, conference rooms and digital signage applications.

- Transmit, receive, and control video and audio over an IP network with your Sony® display
- Real Time Streaming Content - Deliver powerful content with real time streaming and decoding of MPEG/4/2/1 files, jpgs and even Internet websites
- 2GB[3] storage capacity - now you can stream live or store
- Now with Macromedia® Flash® and Microsoft® PowerPoint® viewer included
- Local playback available with user accessible 2.0GB[3] Hard Drive
- Asset Management - Centralize your AV/IT support resources while saving your company time and money by remotely troubleshooting and diagnosing up to 255 Sony displays or projectors
- Remote PC Desktop View - Access your conference room display or projector through your company's network utilizing remote view capability to control your presentation, either wireless or wired
- Integrated Software Support - Utilize Display Commander to create playlists as well as distribute playlists and content. Scheduling playback times and locations is easy with Display Commander. With PJNet!™ you can be notified by email or pager if your displays are not functioning or missing
- 5.1 digital audio capability for full surround sound
- USB ports can be used for touch screen kiosk applications

NSP-1 Digital Signage Player

The powerful NSP-1 is the engine that drives revenue-generating digital signage solutions.

- Handle layers of high-quality graphics, text, and video, for delivering dynamic programming directly to customers
- Dedicated audio track and an option to feed live video to the unit
- Use grouping function of BZNPD1 software by combining several groups of NSP1s and programming different content to each of these groups

BKM-FW50 Network Media Card

- Streaming or local playback with Compact Flash card (card not included)
- Perfect for small to medium sized businesses
- Simple automatic operation, presentation automatically starts
- No need for network, no need for software
- Special software,use web browser for control
- Drag and drop MPGs, JPGs, and GIFs
- Place on Compact Flash

Accessories

Networking and Tuners

EBS-N200D (all PFM and FWD models): Network Media Player includes an integrated web browser for easy digital signage

BKM-FW32 (All FWD models) Network Management Card

BKM-FW50(FWD42PV1, FWD50PX2, FWD32LX1R & FWD40LX1): Network Media Card for easy digital signage with Compact Flash

NSP-1 (all PFM and FWD models): Digital Signage Player

ICS-SP20 (all FWD models): Internal TV tuner with hospitality support

EBS-SP10 (PFM42X1): External TV tuner with hospitality support

EBS-SP15 (all PFM and FWD models): Hospitality clone device, for duplicating settings from one display to many others

Speakers

SS-SP50FW/S (50"):
Silver speakers for FWD-50PX2/S and FWD-50PX2/B
SS-SP20B/S (42"):
Silver speakers for PFM-42X1/S
SS-SP20B/B (42"):
Black speakers PFM-42X1/B
SS-SP40FW/S (40"):
Silver speakers for FWD-40LX1/S and FWD-40LX1/B
SS-SP40FW/W (40"):
Pearl White speakers for FWD-40LX1/W
SS-SP42FW/S (42"):
Silver speakers for FWD-42PV1/S
SS-SP42FW/B (42"):
Black speakers for FWD-42PV1/B
SS-SP32FW/S (32"):
Silver speakers for FWD-32LX1R/S and FWD-32LX1R/B
SS-SP32FW/W (32"):
Pearl White speakers for FWD-32LX1R/W

Wall Brackets and Stands

PLP-91/D (all models):
Automatic Tilt Wall Mount allows for a flat installation with angled viewing of up to 15 degrees. Ideal for high installations or installations requiring portrait mounting. This sturdy mount provides tilted viewing of a plasma monitor, without adjusting screws. Includes additional security flange to lock monitor to bracket

SPM-TRI/C (all models):
Tabletop stand with clear acrylic base specifically designed for all PlasmaPro™ and LCD models

SPM-TRI/E (all models):
Affordable tabletop stand with silver base, specifically designed for all PlasmaPro and LCD displays

SFM1 (all 42" and 50" models), SFM2 (FWD-32LX1R)
Flat wall mount, single wallplate features multiple mounting slots

Input Boards

BKM-V11 (PFM-42X1):
Additional component/RGB input board, using 5-BNC connectors for the PFM-42X1 PlasmaPro™ displays

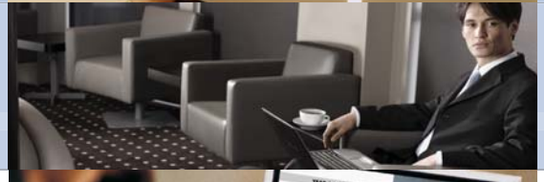
BKM-V12 (PFM-42X1):
RGB/Component active loop-through for the PFM-42X1 PlasmaPro™ model

BKM-FW11 (all FWD models):
Additional component/RGB input board, using 5-BNC connectors

BKM-FW12 (all FWD models):
RGB/Component active loop-through

Applications & Solutions

Lobby & Reception Areas
Welcome your guests with dynamic messaging on Sony's high brightness screens make a great first impression.



Guest Room Entertainment
Hotel networking options allow your guests to enjoy pay-per-view movies on the dynamically upscale design of a Sony® flat display.

Conference / Training Rooms
Sony's easy-to-use networking products enable business clients to deliver their presentation with polish and impact.

Restaurants & Lounges
Attract and entertain customers with live sports and movie broadcasts at a low cost with Sony's power-saving, long-life panels.

Shopping Malls
Sony's easy-to-use Digital signage solutions and bright panels can influence your sales with lively, effective digital signage.

Home Theater
Entertain your family with Sony's high definition, vivid picture, framed with elegantly-styled panels.

Sony stands behind its family of office technology products with value-added programs including its limited warranty, flexible extended service plan options, program support and outstanding customer care.

Display Evaluation Program: Receive access to samples for timely evaluation of new display products, resulting in a smoother transition period and decision-making process.

Trade-in Program: The Sony Trade-in program offers you the ability to receive a trade-in value for your qualifying pre-owned IT products, when you purchase a new Sony IT Display, Tape Storage device, or VAIO® Notebook or Desktop computer, making your new Sony purchase even more affordable!

Program participation may be subject to approval. Please see your Sony representative for more details.

Sony offers a 2-year parts and labor and 1-year panel onsite service limited warranty.[2]

Onsite Service Program: Providing up to five years of onsite service from the day the product is purchased. If the product is within 50 miles of a Sony authorized service provider, service is performed on-site. Otherwise, coverage includes all shipping and depot costs. (Sold separately)

Priority Business Technical Support: Sony offers its clients 24-hour technical support by phone (877-350-3477), seven days a week, for troubleshooting advice and display-related assistance.

1. Requires an HDTV-compatible tuner/receiver sold separately.
2. When available, Sony will provide onsite service in fullfilment of its limited warranty obligations. Any such services are subject to the terms and conditions of the limited warranty. See actual Limited Warranty for details. Onsite Service will be provided via third-party technician to be dispatched as needed following phone-based troubleshooting. Some repairs may be accomplished with self-repair kits. Onsite Services may not be available in all locations.
3. GB means one billion bytes when referring to hard drive capacity. Accessible capacity may vary.

SONY

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